

kynect ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

January 21, 2015

Call to Order and Roll Call

The twenty-first meeting of the Education and Outreach Subcommittee was held on Wednesday, January 21, 2015, at 1:30 p.m. in Conference Room F at the Kentucky Office of the Health Benefit and Health Information Exchange. David Allgood, Chair, called the meeting to order at 1:30 p.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood, Chair; Andrea Bennett (by phone); Julia Costich (by phone); Susan Dunlap; Patty Gregory (by phone); Malea Hoepf Young (by phone); Rich Seckel; Bill Wagner (by phone); and Kathy Wheeler. Gabriela Alcalde, Regan Hunt, Tina McCormick, and Marcus Woodward were not present at the meeting.

Staff Present: Jasmine Hall, Jean Klinge, Bill Nold, and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the December 9, 2014, meeting, as amended, seconded, and approved by voice vote.

Update on Open Enrollment 2015

Jean Klinge, Division Director, Kentucky Office of Health Benefit and Health Information Exchange (KOHBHIE), reported that as of January 5, 2015, 971,000 people are enrolled in either Medicaid, Qualified Health Plans (QHP) without Advanced Premium Tax Credit (APTC) and QHPs with APTC. Currently, of that overall number, Medicaid makes up about 93 percent, and the other seven percent is QHP enrollments. The Exchange continues to have a gender breakdown of 54 percent female to 46 percent male, and the age groups have remained rather steady as well.

To help bolster the QHP enrollment going into the February 15 deadline for open enrollment, media will be increased to draw attention to the program. And, a series of outreach events is scheduled to be held on community college campuses across the state to make the younger demographic, known as Young Invincibles, aware of kynect's availability and affordability. This also is intended to highlight to the general public that the deadline is approaching. Additionally, a radio remote is being held with Kentucky Sports Radio on February at the kynect store in Lexington.

In terms of increasing the percentage of QHP enrollments compared to Medicaid, kynect does have a tremendous sales force behind QHP enrollments through insurance agents. Their ability to move QHPs can be seen from their efforts at the kynect store in Fayette Mall, where the ratio of QHPs to Medicaid enrollments is almost even. The challenge is to generate a similar effort across the state. As has been observed within the mall store environment, the facility with and

understanding of the kynect program varies widely across the agent population. The intention is to even out the learning curve so agents can go out and help secure more QHP enrollments statewide.

Thus far at the kynect store, 6,600 individuals have come to the store to ask questions, and of that number 3,800 sat down and worked with staff to complete a new application or fixed an issue on an existing account. In terms of the call center, last week there were 51,400 calls. On January 20, a high of 10,000 calls were answered, with the average hold time of 16 seconds. In Tier 2, on the support professional line, calls were being answered every four minutes, 12 seconds.

Update on Form 1095-A Process

The 1095-A process is going to be confusing for consumers to understand. Individuals will need to report whether they had healthcare coverage for at least nine months of the previous year when they file their taxes, and whether they qualified for payment assistance. Those that did receive APTC will receive a 1095-A Form from kynect. These already have been delivered to clients electronically, and for those that receive hard copies of kynect correspondence, the 1095-A tax forms will be mailed prior to January 31. To help answer consumer tax questions, a dedicated tax phone line has been established, a tax assistance button was added to the kynect website and contact information for the Internal Revenue Service (IRS) is listed so individuals may contact the IRS directly if further help is required.

Ms. Klinge provided a presentation on tax credits and Form 1095-A to inform the subcommittee members about the process involved for individuals to reconcile their APTC payments on their taxes.

Update on Outreach Efforts

Ms. Klinge addressed the series of community college outreach events being held over a multi-week period across the state aimed at older students who potentially would be eligible for health benefits. At these “Healthy Buzz” themed events, kynect will host pop-up coffee shops, where free coffee is offered and kynectors are present to answer questions and conduct enrollments. At the larger event locations, the Kentucky Health Cooperative will be onsite to show its “Healthcare 101” PowerPoint tutorial, to assist consumers with completing the enrollment process.

On January 9, the Healthy Re-entry Coalition for Kentucky had a meeting with statewide partners and national stakeholders, to discuss how to best help the re-entry population, those formerly incarcerated, with getting health coverage. Also, about 7,200 people have downloaded the kynect mobile app, with an even split between iPhone and Android users. Releases 2.0 and 2.1 of the mobile app will be coming soon.

Discussion of Events and Outreach

An events summit is still being planned to determine how to hold better outreach events and what kind of events should be done to tailor efforts to the different populations across the state. One possible outreach endeavor is to set up at the cooperative extension offices in rural counties to help reach the rural population.

New Business

The next meeting of the subcommittee is scheduled for March 19, 2015, at 10:30 a.m., at the Kentucky Office of the Health Benefit and Health Information Exchange.

Adjournment

The meeting was adjourned at 3:00 p.m.